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SUBJECT: PROGRAM EVALUATION: FY-2005 RP: "THE ROLE OF THE MEDIA
IN U.S. SOCIETY (January 31-February 18, 2005) E/VGW-2005-0009 -
Peruvian IV Luis Miguel GONZALEZ Rosell

1. DESCRIPTION OF THE ACTIVITY: IV Luis Miguel GONZALEZ participated in subject program to examine the role of the media in the U.S., to explore how freedom of the press and freedom of speech are translated into reporting on activities of the government, public institutions and officials, business, and all other realms of society; the significance of the First Amendment in the exercise of press freedom, the relationship between the media and government, and journalism education and training. The participants examined a wide range of print and broadcast outlets from conglomerates and national networks to specialized, electronic, and alternative media.

2. DATE, FISCAL YEAR AND QUARTER: January 31-February 18, 2005, FY-2005; Second Quarter.

3. MISSION PERFORMANCE PLAN THEME: Democracy (Freedom of the Press.)

4. RESULT/IMPACT: Outstanding. IV Gonzalez was very pleased with the exceptional program organization. He mentioned he had the opportunity to broaden his knowledge of the mass media in relation to U.S. citizens and institutions, to learn how private media works and to understand better the role of public media.

"This program has given me a different view of U.S. society." The IV thought that it was fundamental to the success of the program to visit Washington's main institutions, such as the White House, and the U.S. Congress (the group visited the office of a Hispanic congressman and talked with his advisor.) The difference between each State is particularly important to have a better understanding of the political and economic decentralization of the U.S. The participant was very impressed with U.S. diversity, ethnic and cultural. IV, who is from Peru's third largest city, considers that visiting Wisconsin and Tennessee was extremely valuable, due to their different realities compared to big cities. He noted their residents' particular behavior, and learned how they handle journalism.

5. AUDIENCE REACHED: Ten participants from eight Latin American countries. IV Gonzalez has had great experiences and has broadened his network of contacts. The example of U.S. journalism, its dailies in cities and states, and its relation to Washington, has given him a new perspective for his daily work.

6. OFFICER INTERPRETERS: IV Gonzalez praised the Escort/Interpreters' professionalism. He mentioned that "The interpreters were first-rate. They were always very courteous, responsible, and ready to assist the group." He is grateful to Rene Alzamora, Martha Victoria, Javier Castillo and Carlos Hoyos, for their kind assistance during the program.

7. QUALITY OF SUPPORT FROM ECA: Program was funded with FY-05 IV allocation. We thank PO Ms. Martha Etienne for her wonderful organization, coordination, and for briefing participants on every program detail. Receiving a timely translated program summary was very important to the IV. He praised Lima Post FSNs Guido Chirinos and Borie Velez for their clear briefings on the program details, and on every single aspect in relation to his trip to the U.S.

8. HIGHLIGHTS OF THE PROGRAM:

In Washington, D.C.:

-- Meeting with the Vice Presidential Advisor at the office of the Vice President.

-- The Pentagon, not only for its significance, but also for the two conferences they had, on how the news is broadcast from the official point of view.

-- The World Bank, because it allowed the IV to observe the new focus they are giving to development, from the point of view of the micro-enterprise.

-- The impressive visit to CNN, and how they perceive Latin American correspondents.

-- USA Today and the Gannet Group, a very interesting visit due to their vision as national dailies, and how they focus on the news in order to sell more.

-- At the Committee to Protect Journalists (CPJ) the visitors had a full discussion of this topic. The presenters discussed the First Amendment and noted that if the CPJ is appropriately notified of cases of abuse of journalists, the CPJ will act to do

something about it.

-- The visit to the Washington Post, and sharing ideas with a correspondent for Latin America who was departing the following day to Iraq was defined as "an enriching experience."

New York:

-- The Wall Street Journal. IV Gonzalez was greatly impressed with this newspaper and its extraordinarily large U.S. circulation. The Journal's Foreign News Editor provided a thorough explanation of the purpose of this business-economic newspaper.

-- The educational discussion with the Dean of the Department of Journalism and his assistants at Columbia University was enlightening.

San Francisco, CA:

-- The San Francisco Chronicle meeting with Columnist David Lazarus was the highlight of the city program.

-- The visit to the public radio and television gave the IV a different view of what the public media are.

-- Mother Jones magazine was of great interest to IV Gonzalez, especially the issues of social justice and investigative reporting.

Madison, WI:

-- Another interesting visit was the session with the editor of the "Milwaukee Journal Sentinel."

-- The meeting with The Daily Cardinal, written and edited by university students, and self-financed, demonstrated what students can do. At present, IV Gonzalez is using this model at the University of Trujillo, where he is a journalism professor.

-- At the University of Wisconsin, Madison, Communications Department, the conferences with Chris Long on civic journalism and the effects of TV on children and the family, reporting and ethics, were motivating and valuable.

Memphis, TN

-- The visit to the Memphis Business Journal was very useful. IV Gonzalez observed independent reporting, and learned about the Memphis historical and cultural heritage.

-- The visit to the Commercial Appeal was noteworthy. The visitors were offered an hour-and-a-half meeting with Managing Editor Otis Sanford, an African-American, and Michael Kelly, Editorial Page Columnist.

-- The meeting at Memphis University with Professor Redmond represented a stupendous experience. Dr. Redmond indicated that journalism had become the "Fourth Power" in the U.S.

19. LONG-TERM RESULTS: This program has allowed IV Gonzalez to apply his knowledge and experience at the University of Trujillo, where he teaches journalism.

He mentioned that contacts with professors at the universities of New York, San Francisco, Madison, and Memphis, are valuable for possible educational links with the University of Trujillo. IV Gonzales is planning to establish an educational exchange program with Trujillo students and the above mentioned universities.

10. COMMENTS/SUGGESTIONS: This program helped IV Gonzalez to optimize the use of available resources and techniques.

-- The two home hospitality events the group had were remarkable and pleasant.

-- IV mentioned that, although the program was excellent, it was overloaded with too many activities with NGOs, since most of them repeated the theme on the First Amendment.

-- The rhythm of the program was very intense. IV considers that in some cities the meetings were repetitive, and exhausting. IV suggests to have more flexible meetings, and appointments, and to have some free time between meetings to provide the possibility of walking around the city and to "rest the mind." "It is important to consider quality rather than quantity."

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